

6/1/88

Option 2: over 1987

2045364335

JUNE VOLUME ESTIMATES
(000,000's)

	Philip Morris		R.J. Reynolds		Total P.M. & RJR	Brown & Williamson		Lorillard		American	Liggett		4 Company Total ++	Total Industry
	Volume	% Payback	Volume	% Payback		Volume	% Payback	Volume	% Payback	Volume	% Payback	Volume	% Payback	
January 1988:	8,449	74.1%	5,191	70.0%	13,640	2,528	54.1%	1,969	43.9%	2,539	100.0%	554	74.1%	7,590
February 1988:	14,802	23.7%	9,760	30.0%	24,562	2,981	45.9%	2,165	41.7%	2,996		1,057	25.9%	9,199
March 1988	20,167		23,189		43,356	4,829		3,310	14.4%	3,314		2,106		13,559
1st Quarter:	43,418		38,140		81,558	10,338		7,444		8,849		3,717		30,348
April 1988	16,244	79.10%	6,503	95.70%	22,747	4,792		3,731		3,071		705	100.00%	12,299
May 1988:	25852		20234		46,086	5972		4980		3703		1311		15,965
June 1988:	18280		21910		40,190	6606		4905		4156		2125		17,792
% Chng 88/87:	-21.73		-15.39		-18.40	1.10		-15.20		17.77		-9.88		-2.27
3mo:	60,376		48,647		109,023	17,370		13,616		10,930		4,141		46,057
% Chng 88/87:	2.36		-4.59		-0.86	-3.05		-5.07		2.70		-23.26		-4.64
YTD:	103,794		86,786		190,580	27,708		21,059		19,779		7,858		76,404
% Chng 88/87:	2.49		-5.00		-1.06	-4.39		-9.29		2.45		-21.85		-8.32
12mo:	218,081		180,822		398,903	61,461		44,475		39,916		17,963		163,815
% Chng 88/87:	1.27		-5.87		-1.13	-4.74		-3.04		-0.97		-13.58		-4.47
March Load:**	1,011		8,273		9,284							471		471
April Load:**	258		222		480	64		38		46				148
April Payback:	800		7917		8,717							471		471
May Load:	6863		4914		11,777	697		1029		339				2,065
June Load:	-1770		5425		3,655	1079		742		625		541		2,987
2nd Qtr Load	5351		10561		15,912	1840		1809		1009		541		5,200